

Accompanying programme of the Festival of Slovenian Film

PROFESSIONAL EDUCATIONAL PROGRAMME

The programme accompanying the 15th Festival of Slovenian Film, organised by the **MEDIA Desk Slovenia, Slovenian Film Centre and the Institute of Authors, Performers and Producers of Audiovisual Works of Slovenia (AIPA)**, provides a **special professional educational programme** to the filmmakers and audiovisual artists as well as an opportunity for networking and establishing a dialogue among the important players in the Slovenian film and audiovisual field.

The goal of the professional educational programme is to **enhance this field** and establish the foundations for the achievement of long-term synergy effects of the **strategic development of the Slovenian cinematography** and implementation of good (European) practices.

The list of events involving respectable Slovenian and foreign experts will include a broad range of topics:

COPYRIGHT:

All you wanted to know about the audiovisual works copyright

Friday, 28 September 2012, 10.00–12.00, Auditorium, Bela dvorana Hall

Lecturer: Borut Bernik Bogataj

The seminar on copyright and related rights in the audiovisual industry will be led by **Borut Bernik Bogataj**, an expert from the Institute of Authors, Performers and Producers of Audiovisual Works of Slovenia (AIPA) and lawyer with years of theoretical and practical experience in the field of copyright, member of the Copyright Law Council and several working bodies from the field of law and copyrights with the European and global umbrella associations of collective organisations, and associate of the Federation of European Film Directors (FERA) for legal issues.

In the afternoon the legal experts of the AIPA institute will be available to the interested parties for consultations with regard to concrete questions about copyright at the stand of the AIPA institute in the Auditorium.

Workshop language: Slovenian.

MEDIA SCRIPTWRITING SEMINAR: What does it take to write a good story?

Friday, 28 September 2012, 14.30 – 17.30, Auditorium, Bela dvorana Hall

Lecturer: Miguel Machalski

The MEDIA Desk Slovenia seminar with the renowned scriptwriting expert **Miguel Machalski** and consultant at MEDIA trainings (EAVE, ScriptEast, Four Corners, Sources2) is based on the **presentation of scriptwriting tools and resources** with the emphasis on the balance between creativity and strategy.

Miguel Machalski has extensive international experience as a consultant for scripts in development (among others he provided consultations for films like "Billy Elliot", "The Sea Inside", "Femme Fatale", "Million Dollar Baby"). Between 27 and 30 September he will be available to ten Slovenian filmmakers for **individual script consulting for pre-selected projects in development**.

Workshop language: English.

EXPERT PANEL ABOUT SUSTAINABLE DEVELOPMENT OF SLOVENIAN CINEMATOGRAPHY

Saturday, 29 September, 10.00 – 14.15, Auditorium, Bela dvorana Hall

Expert panel about sustainable development of film industry with the focus on following important topics:

- **the role of the state in creating a stable environment for film production** and industry,
- **extra-budgetary resources** for the financing of the film and audiovisual sector with the emphasis on financing by TV stations
- **tax credits and tax shelters** as the source of financing the film production

Prominent Slovenian and foreign guests will attend (confirmed experts: Dr **Žiga Turk**, Minister of Education, Science, Culture and Sport of the Republic of Slovenia; **Simon Perry**, president of the renowned MEDIA-supported programme Ateliers du Cinéma Européen – ACE based in France, former CEO of Irish Film Board and executive director of the British Screen; **Jonathan Olsberg**, director of the international consultation company for the film and audiovisual sector Olsberg SPI from London (UK); **Jožko Rutar**, director of the Slovenian Film Centre; **Hrvoje Hribar**, director of the Croatian Audiovisual Centre, screenwriter and director (HR); **Čedomir Kolar**, producer at A.S.A.P. Films (FR), **Danijel Hočevar**, president of the Association of Slovenian Film Producers; **Diego Zanco**, producer at Pakt Media (SI/HR), etc.).

Working language: English with simultaneous translation into Slovenian.

MEDIA SEMINAR ON FILM MARKETING AND PROMOTION

Saturday, 29 September, 15.30 – 17.30 (seminar) and Sunday, 30 September 9.30–14.00 (practical workshop), Auditorium, Bela dvorana Hall

Lecturer: Álvaro Vega

The main topics of the MEDIA Desk Slovenia seminar, led by **Álvaro Vega**, a consultant of the MEDIA training EAVE and renowned expert in marketing and advertising in the field of cinematography with many years of experience in film distribution and promotion with one of the leading Spanish distributors Vértigo Films (now operating in the frame of the Wild Bunch company), will include the following: cinematographic marketing, marketing mix, analysis and placement, distribution, promotion, target audience, creativity and promotional focus.

The Saturday seminar is intended mainly for producers and distributors as well as all filmmakers interested in **how to outline a successful film promotion strategy already at the development stage of the film**. A practical workshop for a limited number of active participants and observers following the seminar (Sunday morning) will provide the Slovenian filmmakers with a chance to implement the marketing mix elements in the marketing and promotion strategy of a pre-selected film under Álvaro Vega's guidance.

Workshop language: English.

There is no registration fee.

More information:

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Partners:

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